

CENTRAL HOLLYWOOD COALITION
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood CA. 90028

MINUTES
October 9, 2007
Board of Directors Meeting
Los Angeles Film School
6353 Sunset Boulevard
Hollywood, CA. 90028

Officers and Directors Present

(Sign in sheet attached to these minutes as Appendix A)

Dirk Degraeve, President, Paramount Contractors
Duke Gallagher, Secretary/Treasurer, The Production Group
Steve Auer, Sunset Gower Studios
Susan Durante, Los Angeles Film School
Craig Donahue, The Donahue Group
Brad Folb, Paramount Contractors
Ryan Harter, CIM Group
Richard Inouye, Tribune
Darcy Judd, Robertson Properties Group
Father Michael Mandala, Blessed Sacrament Church
Fred Rosenthal, Ametron
Nick Salamone, Off Vine Restaurant

Absent

Carol Massie, Assistant Secretary/Treasurer, McDonald's Restaurants
George Abou-Daoud, Bowery Street Enterprises
Shake Bakalyan, Wells Fargo Bank
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Dawn Hardwick, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joe Mariani Jr., Hollywood Property Owners Alliance
Don Duckworth, Duckworth Consulting
Stephen Seyler, Andrews International
Bill Farrar, Andrews International

Guests

Bill Baird, Property Owner
Margaret Baird, Property Owner
Tina Choi, Tina Choi Associates

1. Call to Order

The meeting was called to order by Board President Dirk Degraeve at 4:15 P.M. The agenda was posted 72 hours prior at this venue and is attached to these minutes as Appendix B.

Note: All appendices referenced in these minutes are attached to the Official Minutes in the HPOA Office.

2. Public Comment

Bill and Margaret Baird, owners of Jack in the Box on Sunset Blvd, were introduced to the board.

Tina Choi, of Gerding Edlen, gave a detailed update on the status of the Old Spaghetti Factory project. The project will feature units to either purchase or rent, including affordable housing. In addition to this the project is incorporating several new innovations including Flex Cars, wider sidewalks, and other innovative features. Choi informed the group that Gerding Edlen is looking to begin construction in Fall or Summer of 2008. Choi requests that board members who are interested in supporting the project should please contact her to sign a letter stating their support for the development.

3. Approval of Board Minutes

It was moved by Susan Durante, seconded by Ryan Harter and CARRIED to approve the minutes from the September 11, 2007 meeting. The motion was unanimously approved. (The Minutes are attached as Appendix C).

4. Treasurer's Report

A. Duke Gallagher presented to the board the Treasurer's Report dated September 30, 2007. Gallagher reported that currently if the board continued expenditures as scheduled for the remainder of the year the board would finish with \$298,227. Morrison pointed out that this amount exceeds the ten percent margin recommended by the city with respects to BID budgets and actual expenditures. Morrison recommended that encumbering funds in key budget categories be discussed at the next meeting.

It was moved by Father Michael Mandala, seconded by Richard Inouye and CARRIED to approve the Treasurer's Report for September 30, 2007. The motion was unanimously approved. (The Treasurer's Report is attached as Appendix D).

B. Draft Budget Review: The board was given a draft copy of the 2008 Budget which featured a total budget for the year of \$1,448,000 which included a 3% CPI inflator. Gallagher pointed out that the budget committee had planned on meeting again in October to review the draft budget before presenting it to the City in December. Ryan Harter, on behalf of Streetscape Committee, requested that \$150,000 of the current budget surplus of \$298,227 be set aside in a capital improvement fund. Don Duckworth and Gallagher cautioned that such a "set-aside" would deviate from the Management District Plan's original percentage breakdown for streetscape expenditures. Morrison suggested that some funds could be encumbered (possibly not \$150,000) to conserve for

future streetscape projects. The board suggested that the committees reconvene and discuss possible ways to use the budget surplus that would stay within each category's allocated percentage for the year.

5. Committee Reports

A. Security Committee: Morrison reported that the Sunset & Vine BID did not originally budget for a morning patrol car when the contract was signed in February. Since that time, Morrison had authorized the HED's morning patrol car to sweep the Sunset and Vine BID area after finishing its HED route. However, this arrangement cannot continue, in fairness to HED assessment payers. The Security Committee brought before the board a proposal which would include purchasing an extra 80 man hours a week that could be used to either add a morning patrol five days a week or an extra footbeat on weekends. The cost to add this service is approximately \$54,000 for the remainder of the year. In addition to this Andrews needs to purchase another vehicle to support the SVBID patrol at a cost of \$21,000. Discussion ensued as to the benefits of leasing vs. purchasing a vehicle, and ownership options. Bill Farrar explained that there are several options the group could look at for the car, which he could bring before the security committee.

It was moved by Darcy Judd, seconded by Duke Gallagher and CARRIED to approve the purchase of 80 additional man hours for the remaining 12 weeks of the year for a cost not to exceed \$54,000, and that the Security Committee would decide which option was best for purchasing an additional vehicle for the BID (at an approximate cost of \$21,000). The Motion was unanimously approved.

B. Streetscape Committee: Ryan Harter reported that the Streetscape Committee recommended the board invest in leasing a roll off dumpster for the 2008 year. Currently Clean Street is removing an average of 25-30 bulky items a day in the area and face limited options as to where to dump these items. Harter also reported that the Streetscape Committee felt it was in the board's best interest to set aside, from the current budget surplus, \$150,000 to be used at a later date for capital streetscape improvements including potential tree planting in conjunction with the CRA's Sunset Blvd. plan. MacPherson advised that once grant funds become available to implement the plan the BID, private stakeholders and other agencies will likely be asked to match funds in order to ensure the project is completed. MacPherson informed the board that they are invited to participate with the committee on giving input to the CRA regarding the Sunset Blvd. plan. Morrison noted that the group is hoping to have Kip Rudd of the CRA attend the next board meeting.

6. New Business

A. Marketing and Communications Activities: Morrison reported that Clark at the Donahue Group had developed two new designs for the Sunset and Vine pole banners which feature double unit pole banners. Morrison noted that the group had approved the purchase of 150 Single-Unit pole banners (at a cost of \$18,160) to be placed throughout the district. Craig Donahue explained to the board that from a marketing perspective, the board should reconsider the single unit design, since a double unit pole banner is much

more eye catching, and will do a better job of branding the area for pedestrian and automobile traffic. Morrison reviewed with the board that by purchasing 150 double unit pole banners the cost would increase to \$30,010 + tax. The board was given a plan listing the two alternative options, 100 double unit pole banners or 150 double unit pole banners.

It was moved by Nick Salamone, seconded by Craig Donahue and CARRIED to approve upgrading the banner installation from 150 single unit banners to 150 double unit pole banners for \$30,010 + tax. The Motion was unanimously approved.

B. Bylaws Committee: Don Duckworth reported to the board that the Bylaws committee had met prior to the board meeting and felt that they could not yet make a recommendation to the board on possible changes to the Bylaws. The committee will meet again Monday, October 22, 2007 at 2:00 P.M. to further discuss the amendments before bringing them to the board for their approval at the November Board Meeting.

7. Report from Kerry Morrison

Report from Community Meetings Impacting Stakeholders: A “hail a cab” task force meeting will be held on October 17 to work on a demonstration project for regulations in downtown L.A. and Hollywood to allow individuals to hail taxi cabs. Morrison also reported that the CRA is currently doing a parking inventory in Hollywood and is expected to have the results by next month.

8. Next Meeting

The next meeting was scheduled for Tuesday, November 13, 2007 beginning at 4:00 P.M. at the L.A. Film School located at 6353 Sunset Blvd., Hollywood, CA. 90028.

9. Adjournment

There being no further business the meeting was adjourned by Board President Dirk Degraeve at 6:05 P.M.